



U.S. Army 2005 MWR Leisure Needs Survey Results

Fort Detrick Maryland

BRIEFING OUTLINE

Fort Detrick

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,027 surveys were distributed at Fort Detrick



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Detrick:					
Active Duty	1,487	866	229	26.44%	±5.96%
Spouses of Active Duty	1,263	1,242	124	9.98%	±8.36%
Civilian Employees	3,639	798	276	34.59%	±5.67%
Retirees	3,658	1,121	229	20.43%	±6.27%
Total	10,047	4,027	858	21.31 %	±3.20%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

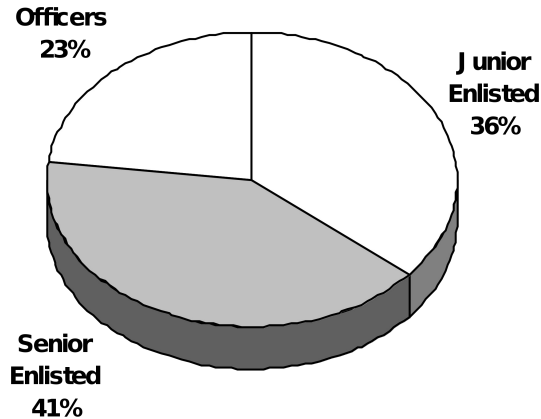
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

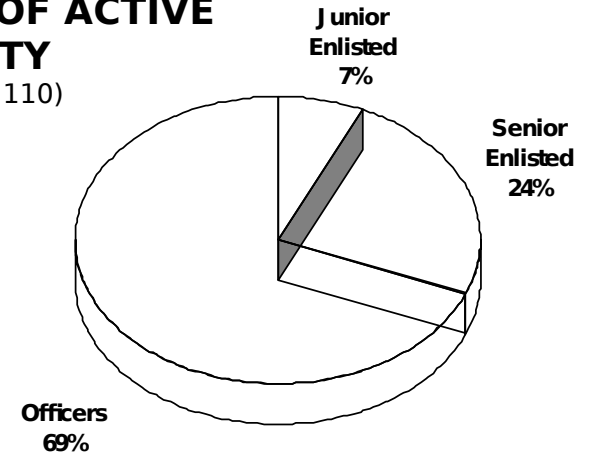
ACTIVE DUTY

(n = 213)



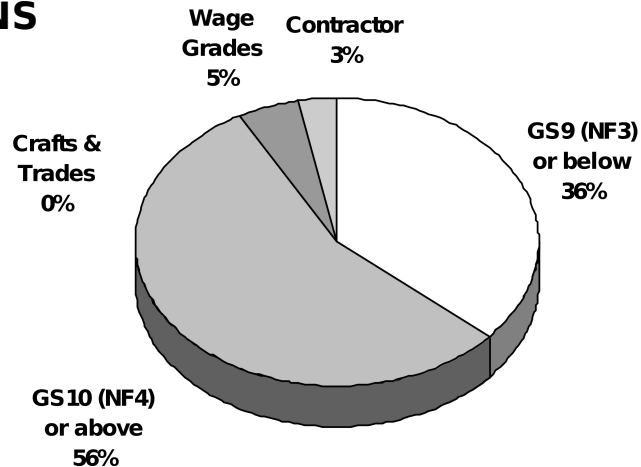
SPOUSES OF ACTIVE DUTY

(n = 110)



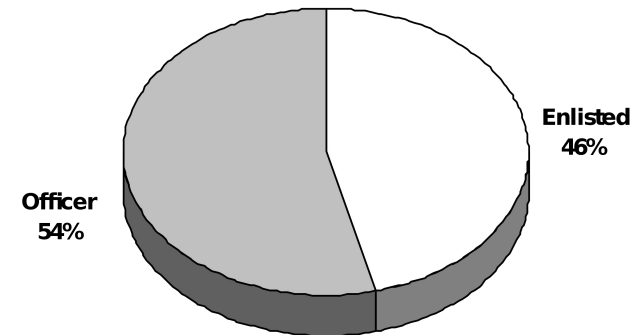
CIVILIANS

(n = 267)



RETIREES

(n = 175)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT DETRICK

Fort Detrick

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	43%
Post Picnic Area	32%
Recreation/Community Activity Ctr.	27%
Car Wash	23%
Library	21%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	1%
BOSS	2%
School Age Services	2%
Youth Center	4%
Child Development Center	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT DETRICK*

Fort Detrick

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.48
Arts & Crafts Center	4.38
Swimming Pool	4.34
Post Picnic Area	4.33
Automotive Skills	4.28

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.54
Bowling Pro Shop	3.77
Athletic Fields	3.85
Schooling Services	3.97
Bowling Center	3.99

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT DETRICK*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.41
Arts & Crafts Center	4.30
Swimming Pool	4.29
Post Picnic Area	4.24
Library	4.20

FACILITIES WITH LOWEST QUALITY RATINGS*

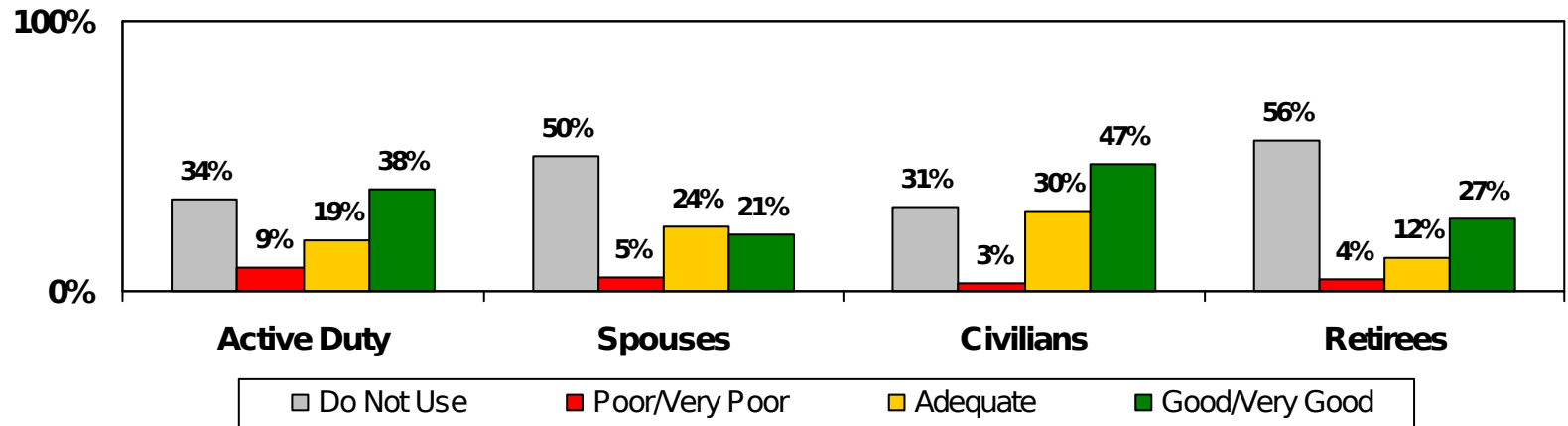
BOSS	3.42
Athletic Fields	3.79
Bowling Pro Shop	3.81
School Age Services	3.81
Bowling Center	3.82

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

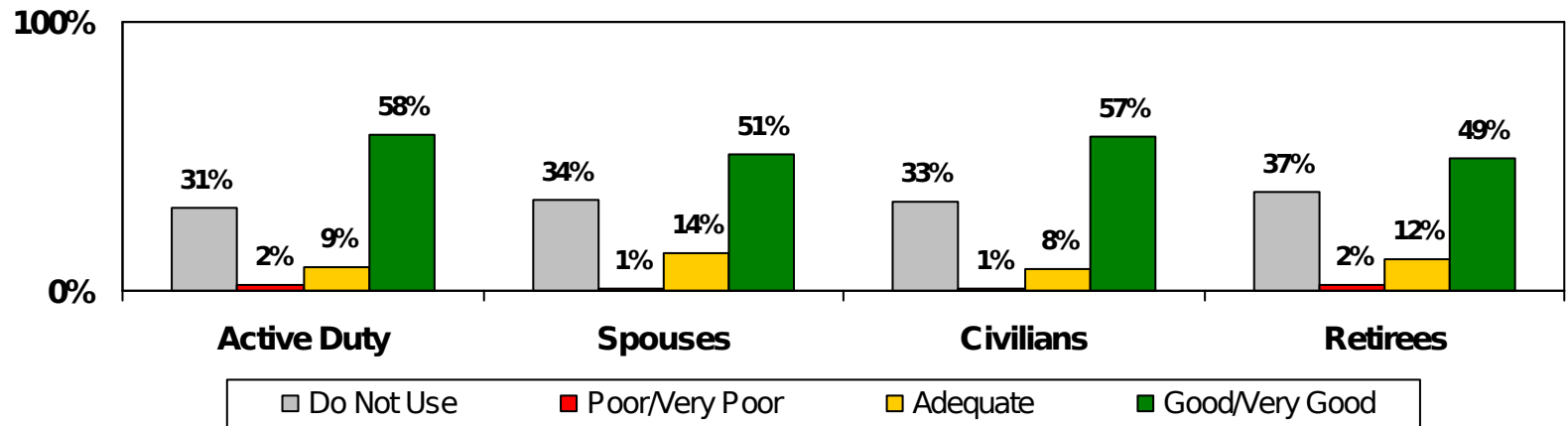
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



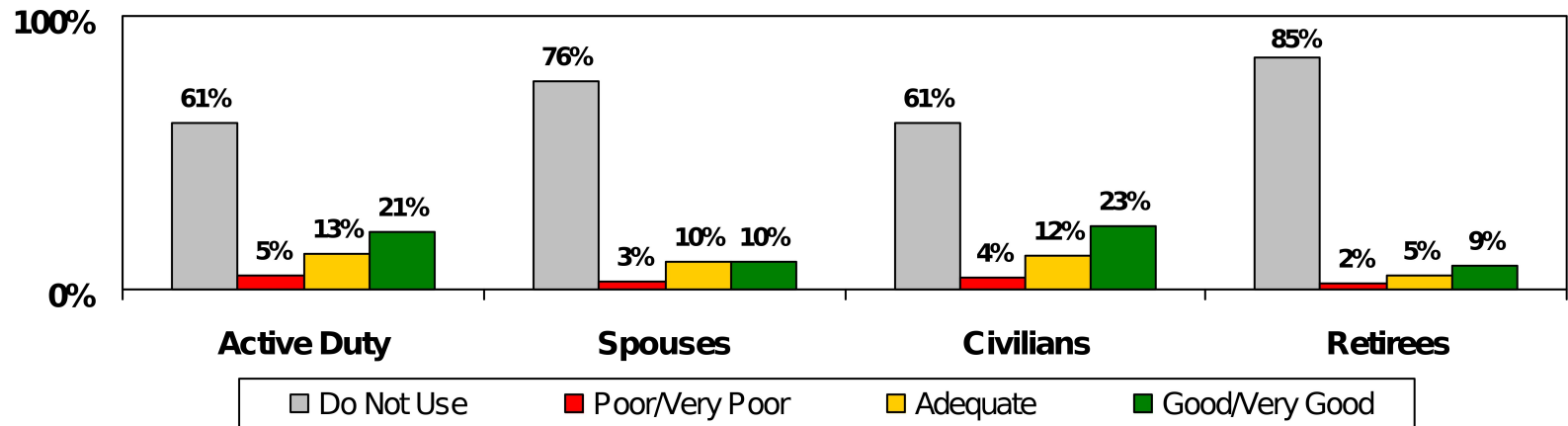
Quality of Off-Post Services



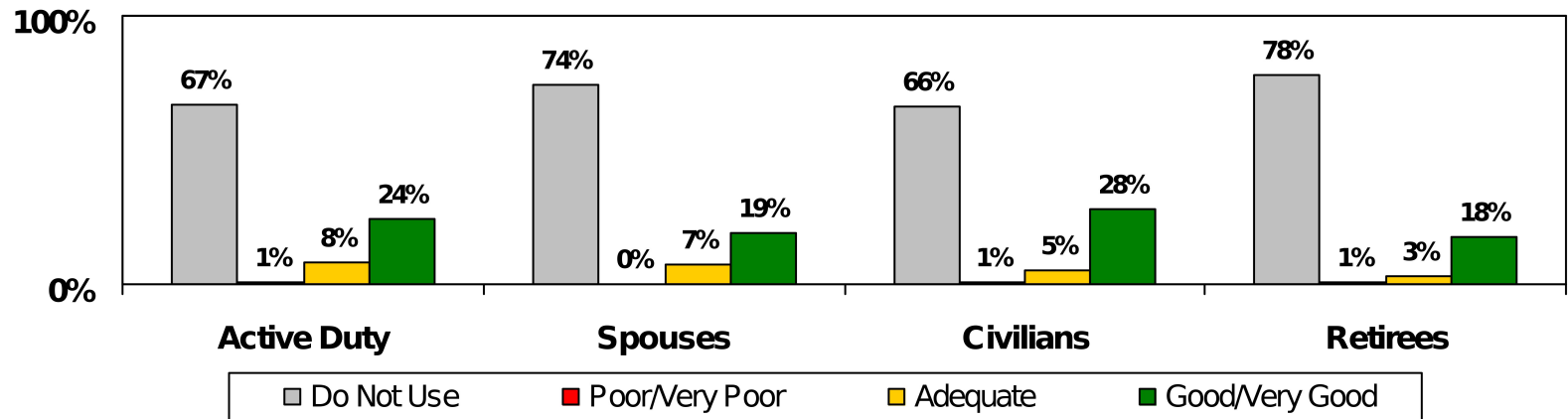
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



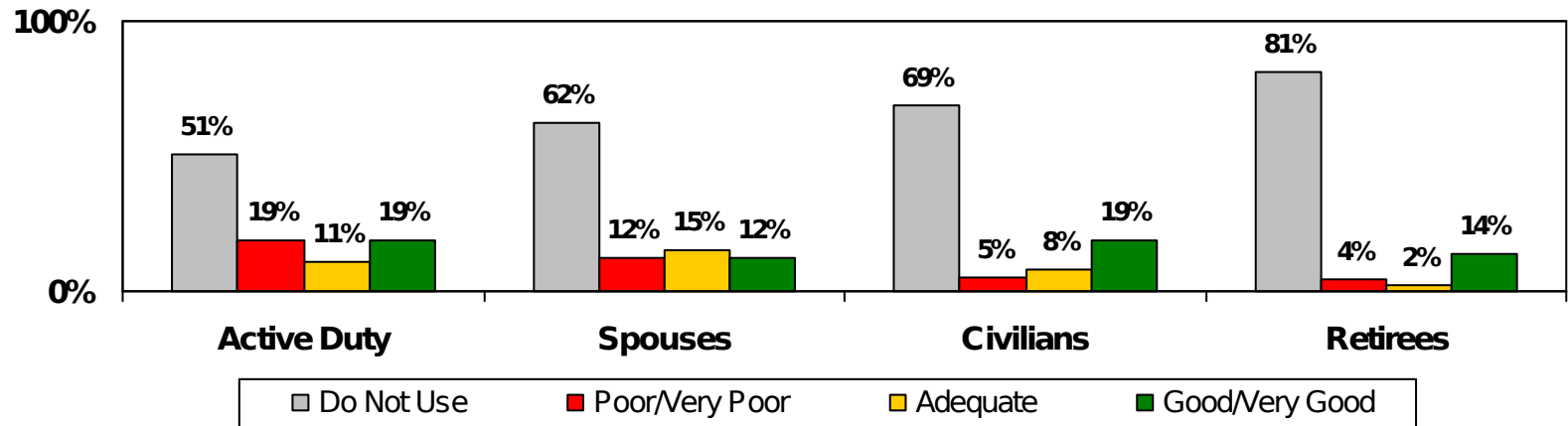
Quality of Off-Post Services



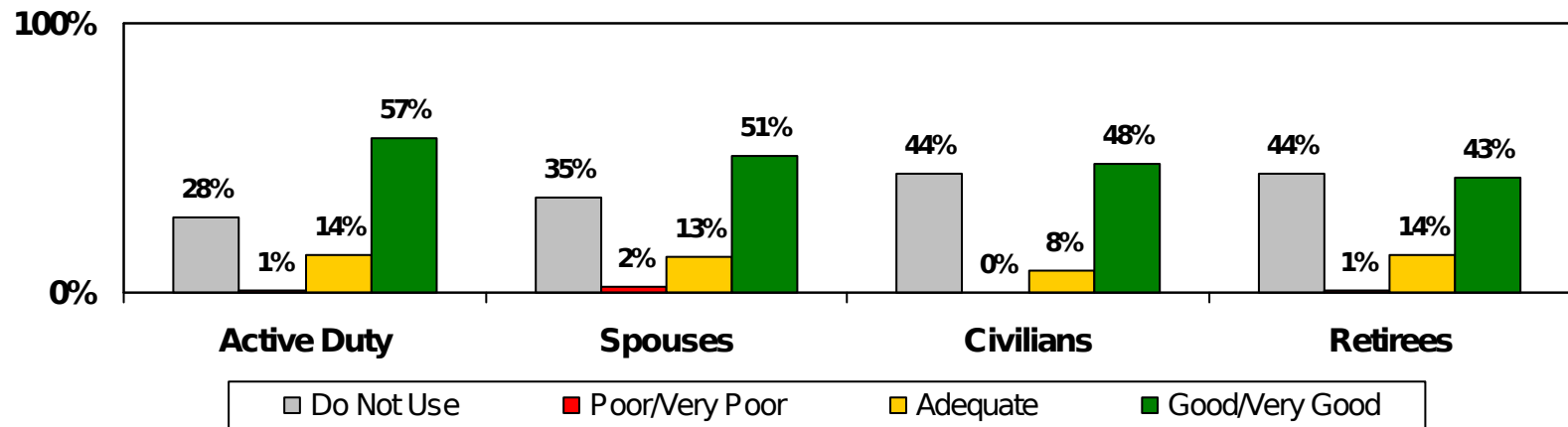
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

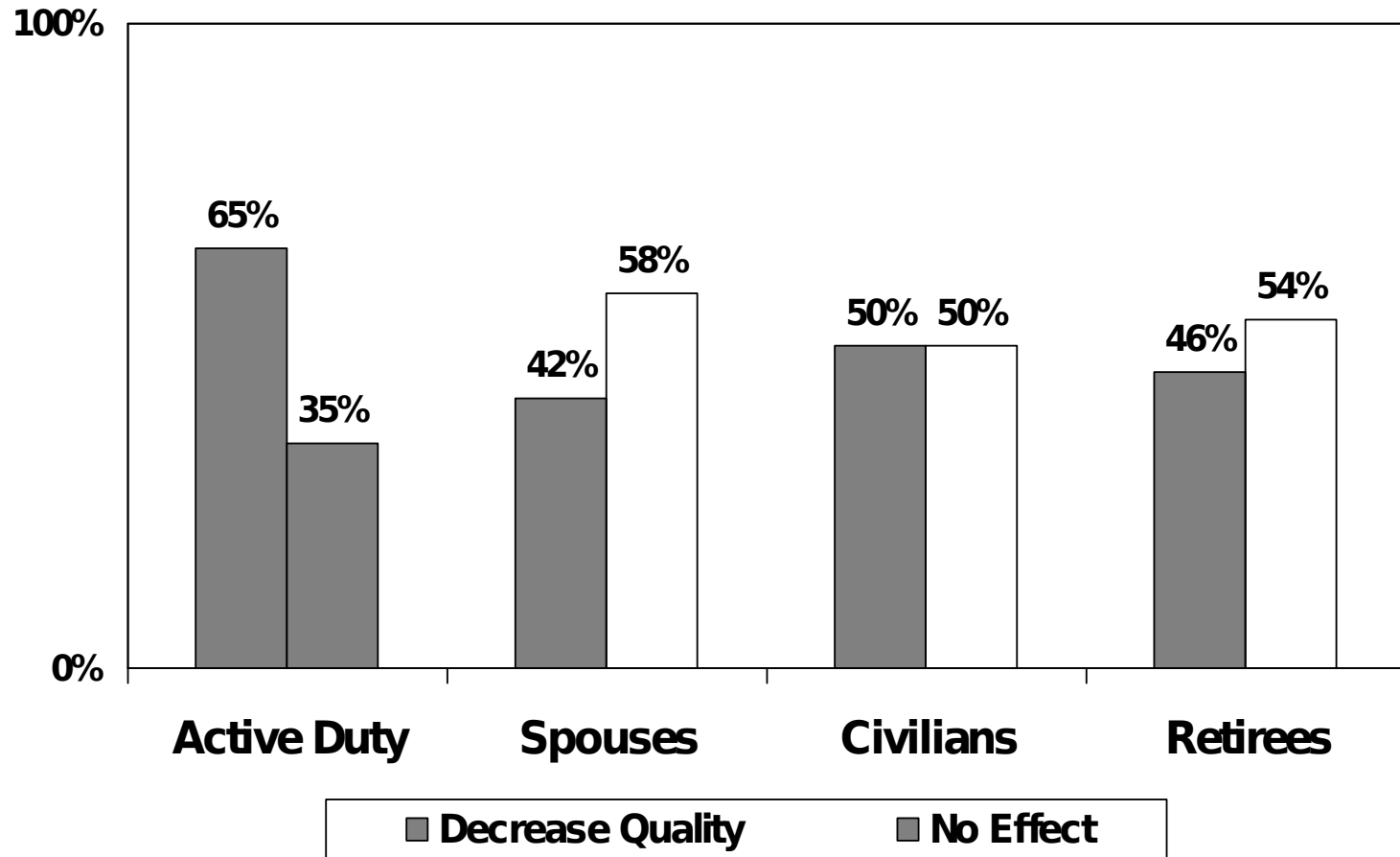


Quality of Off-Post Services



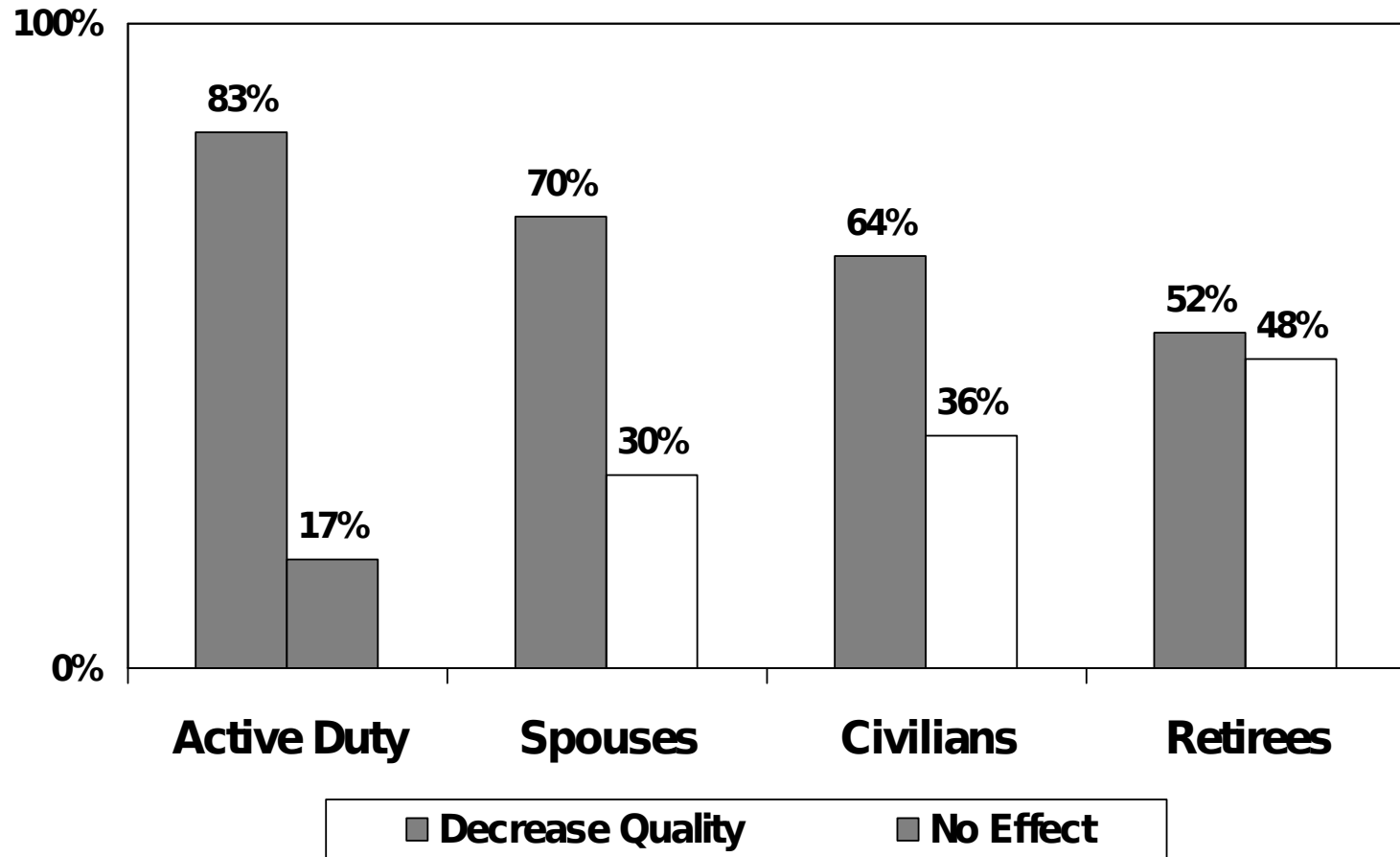
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Detrick



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	80%
Army Lodging	61%
Library	52%
Child Development Center	51%
Youth Center	49%
Swimming Pool	48%
ITR Office	41%

RV Park	74%
Golf Course Pro Shop	64%
Golf Course Food & Beverage	54%
Bowling Pro Shop	52%
Cabins & Campgrounds	52%
Golf Course	46%
Car Wash	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	33%	12%	30%	11%	22%
E-mail	60%	11%	86%	15%	48%
Friends and neighbors	27%	19%	18%	10%	17%
Family Readiness Groups (FRGs)	6%	8%	1%	2%	3%
Bulletin boards on post	39%	17%	38%	15%	28%
Post newspaper	44%	31%	42%	34%	38%
MWR publications	29%	12%	36%	24%	28%
Radio	0%	1%	1%	2%	1%
Television	0%	1%	0%	2%	1%
My child(ren) let(s) me know	2%	0%	2%	1%	1%
Other unit members or co-workers	34%	5%	28%	9%	19%
Unit or post commander or supervisor	27%	3%	10%	4%	10%
Marquees/billboards	10%	3%	10%	4%	7%
Flyers	42%	23%	45%	18%	32%
Other	3%	19%	3%	18%	10%
I never hear anything	6%	24%	1%	31%	15%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	91%	77%
Better Opportunities for Single Soldiers	41%	N/A
Army Community Service	60%	49%
MWR Programs and Services	81%	76%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	62%	92%	8%
Outreach programs	51%	88%	12%
Family Readiness Groups	75%	80%	20%
Relocation Readiness Program	78%	94%	6%
Family Advocacy Program	79%	81%	19%
Crisis intervention	54%	80%	20%
Money management classes, budgeting assistance	80%	90%	10%
Financial counseling, including tax assistance	81%	92%	8%
Consumer information	45%	87%	13%
Employment Readiness Program	58%	89%	11%
Foster child care	26%	77%	23%
Exceptional Family Member Program	76%	89%	11%
Army Family Team Building	67%	86%	14%
Army Family Action Plan	67%	84%	16%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	39%	94%	6%
Outreach programs	29%	100%	0%
Family Readiness Groups	49%	74%	26%
Relocation Readiness Program	56%	92%	8%
Family Advocacy Program	53%	89%	11%
Crisis intervention	31%	100%	0%
Money management classes, budgeting assistance	40%	86%	14%
Financial counseling, including tax assistance	52%	94%	6%
Consumer information	11%	100%	0%
Employment Readiness Program	37%	58%	42%
Foster child care	8%	N/A	N/A
Exceptional Family Member Program	50%	86%	14%
Army Family Team Building	30%	86%	14%
Army Family Action Plan	25%	83%	17%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	52%	22%
Personal job performance/readiness	48%	21%
Unit cohesion and teamwork	58%	30%
Unit readiness	60%	43%
Relationship with my spouse	50%	28%
Relationship with my children	51%	27%
My family's adjustment to Army life	53%	42%
Family preparedness for deployments	58%	41%
Ability to manage my finances	49%	18%
Feeling that I am part of the military community	50%	41%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	77%	64%
Helps minimize lost duty/work time due to lack of child care/youth services	74%	69%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	71%	36%
Allows me to work outside my home	86%	67%
Allows me to work at home	69%	25%
Offers me an employment opportunity within the CYS program	80%	29%
Allows me/my spouse to better concentrate on my/our job(s)	82%	55%
Provides positive growth and development opportunities for my children	90%	63%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	37%
Unit cohesion and teamwork	35%
Unit readiness	36%
Ability to manage my finances	32%
Feeling that I am part of the military community	36%
Relationship with my children (single parents)	35%
My family's adjustment to Army life (single parents)	38%
Family preparedness for deployments (single parents)	39%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	59%
Entertaining guests at home	58%
Internet access/applications (home)	53%
Walking	49%
Gardening	42%
Special family events	40%
Plays/shows/concerts	38%
Live entertainment	35%
Going to beaches/lakes	33%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	91%
Walking	77%
Going to movie theaters	77%
Entertaining guests at home	76%
Internet access/applications (home)	72%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Going to movie theaters	63%
Entertaining guests at home	61%
Internet access/applications (home)	55%
Plays/shows/concerts	46%

Top 5 for Active Duty

Going to movie theaters	53%
Entertaining guests at home	51%
Internet access/applications (home)	51%
Watching TV, videotapes, and DVDs	47%
Automotive detailing/washing	39%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Walking	57%
Going to movie theaters	51%
Entertaining guests at home	48%
Internet access/applications (home)	44%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	11%
Volleyball	7%
Softball	6%
Self-directed sports tournaments	5%
Soccer	5%

Outdoor Recreation

Going to beaches/lakes	33%
Picnicking	31%
Camping/hiking/backpacking	21%
Bicycle riding/mountain biking	21%
Fishing	18%

Social

Entertaining guests at home	58%
Special family events	40%
Happy hour/social hour	28%
Dancing	25%
Night clubs/lounges	22%

Sports and Fitness

Walking	49%
Cardiovascular equipment	31%
Weight/strength training	25%
Running/jogging	21%
Bowling	17%

Entertainment

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	59%
Plays/shows/concerts	38%
Live entertainment	35%
Festivals/events	33%

Special Interests

Internet access/applications (home)	53%
Gardening	42%
Automotive detailing/washing	29%
Digital photography	29%
Computer games	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	17%	N/A	17%
Internet access (library)	17%	N/A	17%
Cardiovascular equipment	15%	16%	31%
Reference/research services	13%	N/A	13%
Multi-media (videos, DVDs, CDs)	12%	N/A	12%
Weight/strength training	12%	13%	25%
Study/self development	12%	N/A	10%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

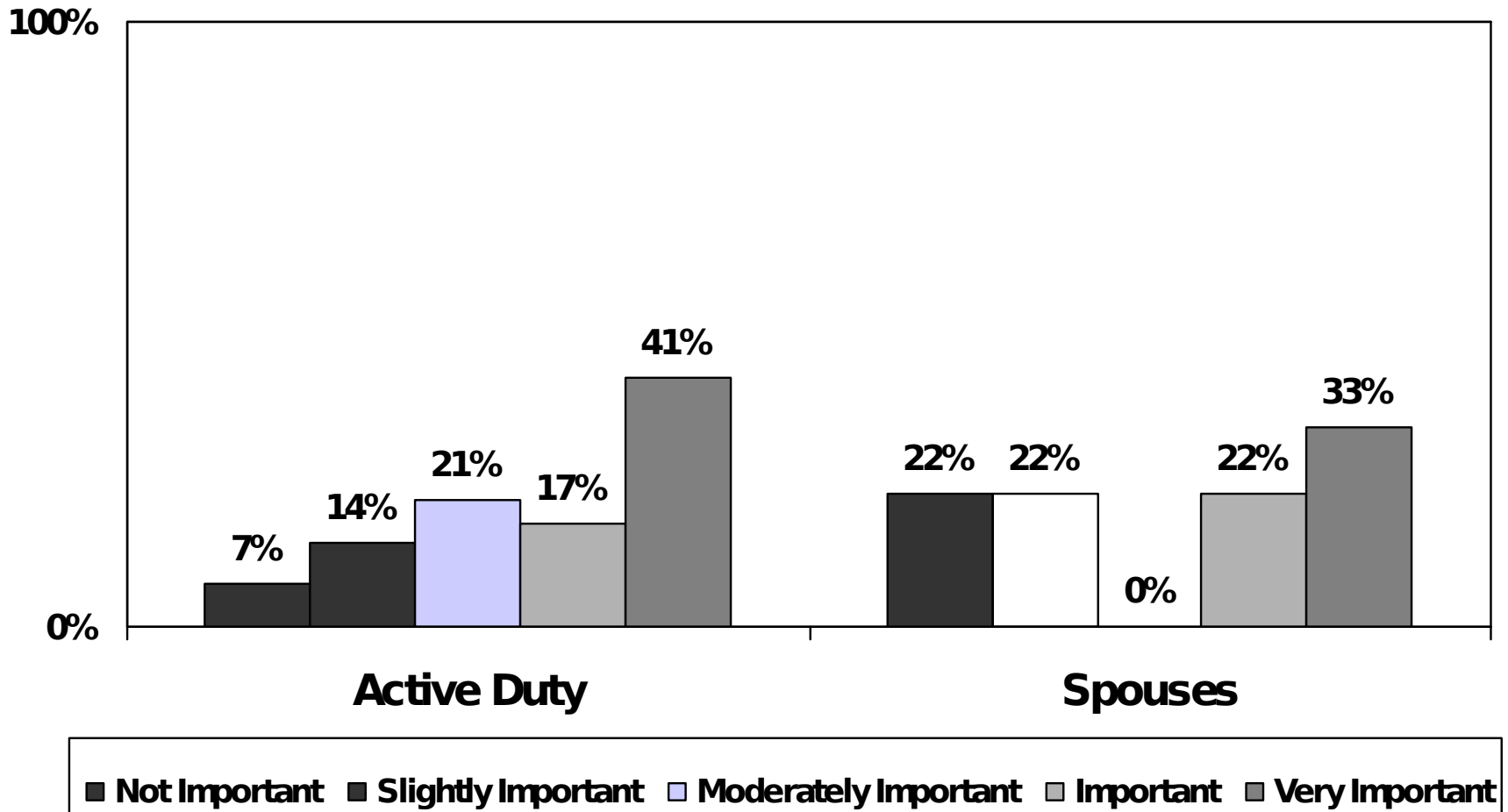
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	45%	43%
Gardening	1%	2%	38%	42%
Automotive detailing/washing	7%	10%	13%	29%
Digital photography	1%	6%	22%	29%
Computer games	1%	1%	21%	23%
Automotive maintenance & repair	6%	9%	9%	23%
Trips/touring	1%	18%	0%	19%

*Top 7 special interest activity preferences ranked by overall participation.

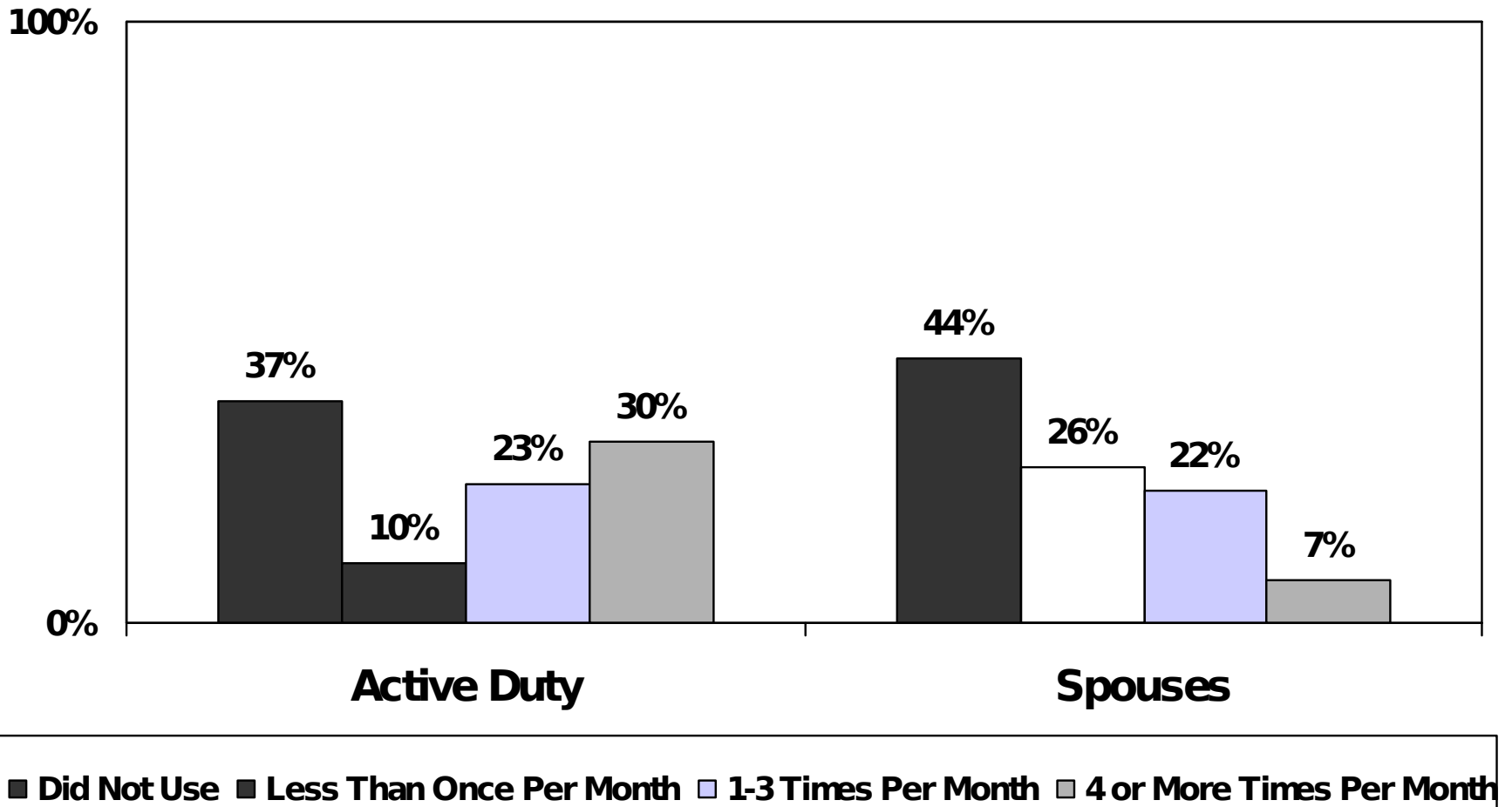
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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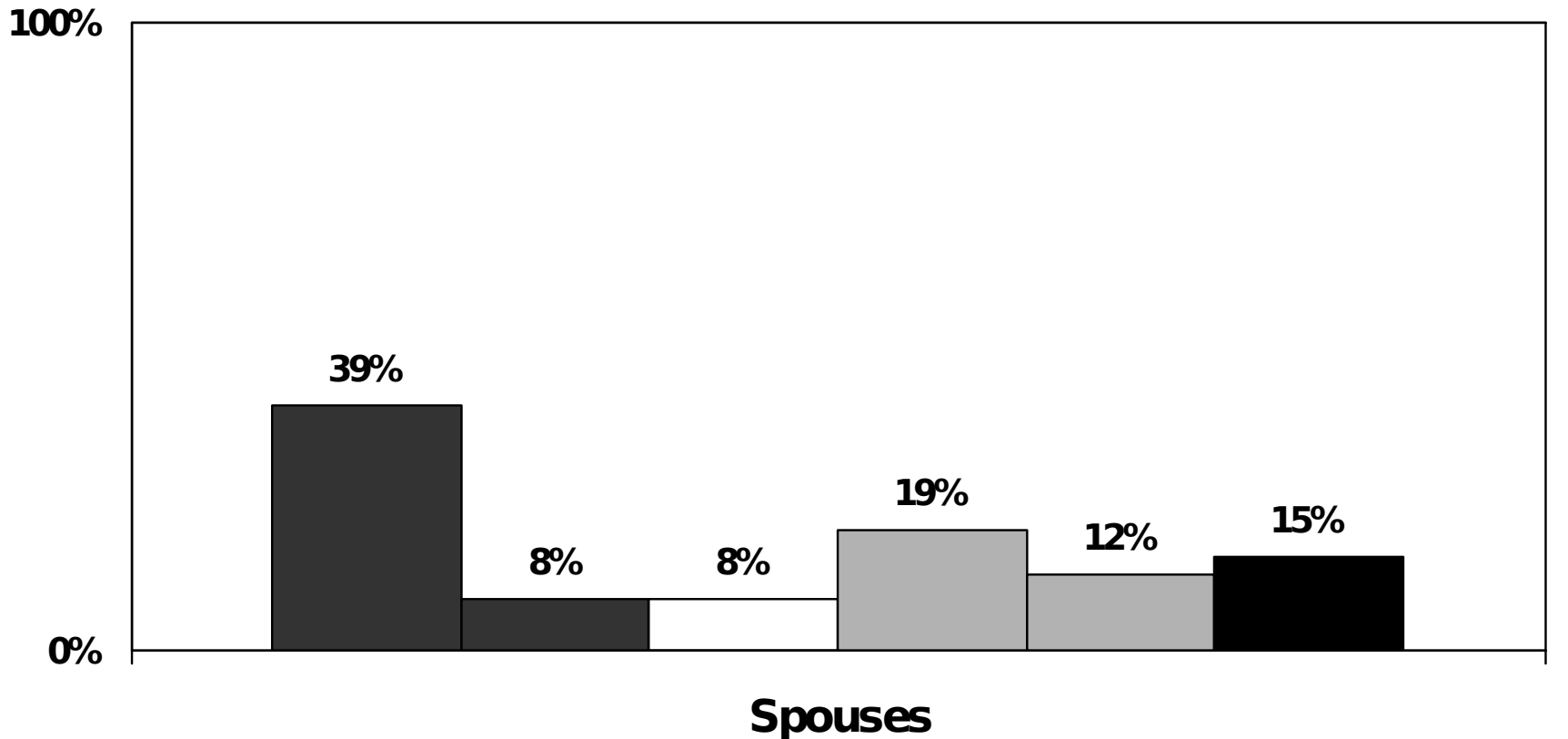
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Detrick



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	20%
Probably will not make military a career	10%
Undecided	19%
Probably will make military a career	16%
Definitely will make military a career	34%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	14%
Yes	73%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)